

Social Media 101 Worksheet

The following questions can be used in conjunction with the workshop slides to begin thinking about what social media is and what it means for your organization.

What is Social Media?

Does your organization currently use a conversation in communication efforts? If not how much of a shift would be needed?

What is your current capability to be “real-time”? Do you stay connected with current news/information related to your cause?

Is your organization ready to share “ownership” of your story/messaging?

Do you feel confident in your use of current communication channels and their integration?

Why is it Important for our Organization?

What opportunities does your organization currently have to engage in “conversation?”

Is your community interested in connecting online?

Has your organization effectively figured out what your story is?

Can you think of ways and reasons to encourage others to help tell your story?

Next Steps

Is your organization as a whole ready for “conversation?” Would it require a shift in organizational culture?

What opportunities for engagement does your organization have?

Do you have support and buy-in from executive leadership?

Are you willing to allocate even a minimum amount of resources to support the use of social media?